New schemes by BSNL

2126. SHRI EM. SUDARSANA NATCHIAPPAN: WilI the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) whether any new schemes have been introduced and a new strategy deviced to counter the extremely strong competition being posed to the BSNL by various private operators;

(b) if so, the details thereof; and

(c) if not, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (DR. SHAKEELAHMAD): (a) Yes, Sir.

(b) BSNL has launched various attractive Plans and Schemes to attract different segments of society under various services offered by the company. Several strategies have been devised to counter the competition in different services. Some of the important schemes of BSNL are given below:

I. Landline/WLL Schemes—

(1) BSNL One India Plan;

(2) Introduction of new Alternative Tariff Plans;

(3) Calling Line Identification (CLI)/Features phones/cordless phone offered free to commercially important customers;

(4) Reduction in Monthly rental;

ll.Cellular Mobile Schemes—

(1) BSNL One India Plan for both Post-paid and Pre-paid cellular services;

(2) Plan 100 for Central/State Government/PSU employees;

(3) Excel Anant lifetime validity scheme launched with life time incoming calls free;

(4) Student Scheme @ Rs. 99 per month rental;

(5) New Post-paid and Pre-paid Alternative Tariff Plans; III.

Internet Broadband Schemes—

(1) Free trial offer of Broadband for limited period;

(2) Installation charges for Broadband waived off;

(3) Introduction of new Broadband alternative Tariff Ran;

(4) Free Internet for 15 hours per month as a promotional scheme to all CLI based Internet customers;

(5) Dial-up internet charges reduced;

(c) Does not arise in view of (b) above.

Subscriber base of BSNL

2127. SHRI S.M. LALJAN BASHA: Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) the number of cell phones operating under the BSNL all over the country;

(b) the figures thereof, State-wise;

(c) the targets for the year 2006-07;

(d) whether it is a fact that BSNL has not been able to streamline the commercial and service aspects of its mobile service; and

(e) if so, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (DR. SHAKEELAHMAD): (a) to (c) Sir, as on 28.2.2006, the number of cell phones operating under Mobile Services of Bharat Sanchar Nigam Limited (BSNL) was around 16 Million in the country. State-wise details of number of BSNL's cellular Mobile connections along with proposed targets for the year 2006-07 are given in the enclosed Statement (See below).

(d) No, Sir. BSNL has launched various schemes and plans for the customers to choose from. Commercial aspects of the mobile services are fully taken care of.

(e) Does not arise in view of (d) above.